

2015 Annual Report:

Midland County



Proven, Relevant, Life Changing



A MESSAGE FROM THE

DISTRICT COORDINATOR:

MSU Extension (MSUE) staff strive to provide programming that has a positive impact on the citizens of Midland County while making the best use of the local, state and federal funds that have been generously provided for the completion of this work. I wish I could effectively share in this report the smiles on faces as light bulbs go off with youth and adults who participate in MSUE programs.

Extension educators and program staff continue to look for ways to streamline program delivery systems to make our programs accessible for all county residents. Advancements in technology have enabled MSUE to provide access to programs and resources in a more timely and efficient manner. Still, our presence in county offices across the state allows us to remain connected to communities we serve, which gives us a better understanding of local programmatic needs.

This report is intended to provide an overview of the wide array of programming opportunities that have been provided to the residents of Midland County over the last year. Thank you for your continued support of MSU Extension programs in Midland County.

Sincerely,
Deanna East, District 9 Coordinator



STAFF HOUSED IN

MIDLAND COUNTY:

Lisa Treiber
Health and Nutrition Educator—Food Safety

Melissa Coosard
Health & Nutrition Program Associate

Samantha Habowski
Health & Nutrition Program Instructor

Dee Howe
4-H Program Coordinator

Sheila Salo
Health and Nutrition Data Entry Tech and Office Support

CONTACT US:

220 West Ellsworth Street
Midland, MI 48640
989-832-6640
msue.msu.edu/midland

2014 PARTICIPATION NUMBERS

4-H Children & Youth Programs	
4-H Members (Traditional Club Enrollment)	816
4-H Adult Volunteers	200
4-H Participants in Special Interest/Short Term Programs.....	287
Agriculture & Agribusiness Programs.....	139
Health & Nutrition Programs.....	1,513
Total	2,955

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4-H CHILDREN & YOUTH INSTITUTE

- » **2014 National Youth Science Day—Maps and Apps—STEM** learning (science, technology, engineering and math) have become major areas of focus for our youth today. Through a grant from Dow Corning Foundation (Bay Area Community Foundation), Midland County 4-H partnered with Bullock Creek Elementary School, Meridian Elementary School, Sanford Elementary School, Jefferson Middle School, Northeast Middle School and the Salvation Army to provide the Maps and Apps program. Overall, there were 8 classrooms and 3 afterschool programs involved totaling 287 youth. This program helps young people to become geospatial thinkers as they design and map their ideal park, and use GIS mapping to solve community challenges.
- » **Midland County 4-H Clubs** — 4-H Clubs are the foundation of every successful 4-H program. They provide volunteers and youth with unlimited opportunities for learning, relationship building and fun. 4-H clubs can take many different forms. They can be single project clubs, afterschool clubs, in-school clubs, or community clubs. Regardless of the structure, the primary purpose of 4-H clubs is to support the development of each youth participant's full potential. The club structure is designed to help volunteers and members build significant and lasting relationships. In 2014, Midland County had 816 members in 4-H clubs and 200 leaders involved in those clubs.
- » **4-H Summer Camp—Camp Neyati** — In June, campers and counselors from Midland County participated in 4-H Summer Camp at Camp Neyati. A total of 53 campers and 27 senior counselors and adults attended from Midland County. The camp offers youth an opportunity to learn and grow in an environmental setting that inspires independence, builds resilience and offers youth a recreational break from electronic games and television. The campers were provided four educational strands to choose from. The strands were underwater robotics, rocketry, fine arts including sketching, watercolors and photography, and hiking chefs. The counselors helped campers get to sessions on time, prevent homesickness, solved problems as well as worked one-on-one with campers that had special needs.
- » **4-H Exploration Days** — Exploration Days is for young people aged 11 to 19 and involve about 2,500 participants in Michigan. Exploration Days is designed to help young people learn new ideas and techniques, increase their interest in and readiness for college, explore career options, and develop their decision making, independence and teamwork skills. They also meet and interact with people from different backgrounds and areas throughout Michigan. 4-H staff and volunteers are on hand to provide guidance and oversight. In June 2014, Midland County 4-H had 37 delegates attend Exploration Days.



4-H programs teach youth life skills that help them succeed in school and college while preparing them for the workforce, especially highly sought after jobs in science, technology, engineering and mathematics.



4-H CHILDREN & YOUTH INSTITUTE



- » **4-H Day at the Loons**—MSUE staff from Midland, Bay, Gladwin, and Saginaw County 4-H Programs collaborated on 4-H Day at the Loons event on May 23, 2014. The event assisted in promoting the 4-H Youth Development Program through a variety of STEM focused activity stations.
- » **4-H and Military Families Night at Dow Gardens**—On August 6, 2014, 4-H and Operation Military Kids hosted a fun family night at Dow Gardens. Families were able to explore the gardens, participate in hands-on activities and get information about programs available through 4-H and military families.
- » **Ready to Go: Mentor Training Toolkit Train the Trainer Workshop**—The Ready to Go: Mentor Training was held in Midland County on November 12, 2014. The toolkit is a curriculum that provided mentoring and other youth development professionals with a customizable volunteer training curriculum and a toolkit to ensure all mentors in planned youth mentoring programs have access to evidenced-based training. This train the trainer workshop provided instruction for professionals in how to use the curriculum with their programs and allowed staff members the opportunity to experience and try.

Because Michigan 4-H is part of MSU Extension, the activities kids participate in are all backed by and based on child development research. We use experiential (i.e. hands-on) learning and time spent intentionally thinking about what's been learned to make it a meaningful experience, with skills and ideas learned that last a lifetime.



AGRICULTURE & AGRIBUSINESS INSTITUTE

- » **Sugarbeet Advancement Program**—Michigan agriculture is the second largest industry in the state and continually growing. Michigan's agriculture economy has been expanding at a rate five times faster than the growth rate of the general economy. The sugarbeet industry alone has a direct economic impact of over 550 million dollars. When compared to other sugarbeet production areas in the last 10 years, Michigan tops the charts for improved sugarbeet yields, quality and profitability. Much of these gains have come from extensive effort put forth by MSU Extension's Sugarbeet Advancement Program working with the industry. In 2014, Michigan Sugar Company produced the largest sugarbeet crop in history making the production 4.6 million tons! In 2014, 20 research trials were conducted in the Great Lakes Bay Area. These efforts included variety testing, improving management techniques, and solving production constraints. MSUE is a primary source in educational information and research which is published in 2 research journals that sugarbeet producers receive.
- » **Bean and Beet Symposium**—This symposium was held on February 19, 2014 at Horizons Conference Center. This trade show/conference is for dry bean and sugarbeet growers and includes over 100 exhibitors and draws over 400 producers. According to the symposium evaluation data, 95% of growers intended to incorporate information learned at the educational sessions into their growing practices. In the evaluation, growers reported an increase in revenue of \$100 per acre equating to 3.3 million dollars overall.
- » **Seed Week Meetings**—During the first week of December 2014, 5 sessions were offered to area growers on topics such as matching varieties to field conditions and disease problems and management. These meetings also provided an opportunity to find out what new varieties are being brought forward and how to manage these genetics for greater success. Presentations were done by seed companies, Michigan Sugar Company researchers and MSUE Sugarbeet Advancement educators.
- » **"Shrinking Your Feed Shrink"**—This program was an educational effort to help dairy producers and feed consultants who work with dairy producers learn about specific ways that feed shrink costs and specific things that producers can do to reduce shrink and therefore, costs. Shrink has been called the 3rd or 4th highest cost in producing milk on well-managed farms. The MSU Dairy Team developed talks and a program to educate about the issue and scheduled 5 meetings around Michigan to present it.

MSU Extension works to increase farmers' success while protecting the environment, ensuring food safety, reaching new markets and advancing agriculture through applied research.

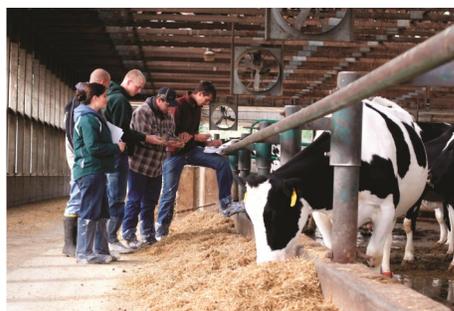


AGRICULTURE & AGRIBUSINESS INSTITUTE

The Midland County Master Gardeners answered 94 home garden questions at the Midland County office in 2014. Questions from homeowners included insect identification, plant identification, care and culture and analyzing soil sample results.

Please visit msue.msu.edu For information on all of MSUE's programs and events!

- » **Integrated Pest Management (IPM) Academy**—IPM is a two-day program covering the fundamentals of IPM and identifying resources and technology for sustainable agricultural practitioners. This program is a collaboration between 20 Extension field-based educators and campus specialists. Timely topics such as extreme weather effects or newly introduced pests are identified and featured. Academy participants gain a solid foundation in sustainable pest management, knowledge of MSU and its partners' resources, and the ability to share this knowledge with their farm clientele. The Academy's long-term goal is to increase sustainable agriculture through expanded awareness and adoption of IPM strategies that improve crop efficiency, minimize pesticide use and enhance environmental quality.
- » **Farm Information Resource Management (FIRM)**—FIRM assists farmers, agriculturally-related businesses, industries, families, and individuals with business planning, income tax, cropland leasing and oil and gas leasing information. The Michigan Cash Cropland Lease Template has been created, so producers no longer have to use lease templates from other states, which may not comply with MI laws and conditions. This is a document that can be filled out on a home computer. In addition, landowners used the [oil and gas](#) web page and the [farm management](#) web page.
- » **MSUE Lawn and Garden Hotline**—MSUE Consumer Horticulture educators and trained Master Gardener Volunteers are dedicated in helping answer any at-home garden questions. MSUE has an "Ask an Expert" button on the webpage msue.msu.edu, or call toll-free **1-888-MSUE4MI (888-678-3464)**. Staff and volunteers are available weekdays 9:00 am—12:00 pm and 1:00 pm—5:00 pm. You can also receive valuable information and sign up for MSUE's Home Gardening news at migarden.msu.edu.
- » **Soil Test Kits**—Test kits as well as additional publications on a wide variety of topics within MSUE's expertise are available at shop.msu.edu (click the MSU Extension Bookstore link on the top right). These are also available in the MSUE office.
- » **Michigan Master Gardener Program (MMGP)**—MMGP provides interested individuals an opportunity to take part in a focused, 13-week training experience that provides in-depth education in many aspects of horticulture including trees and shrubs, flowers, vegetables, fruit, soil, water, pests, indoor plants and lawns. Individuals who complete the training can get involved in local gardening activities through the Midland Master Gardener Association.



GREENING MICHIGAN INSTITUTE

- » **Citizen Planner Advanced Academy**— MSUE teamed up with the MI-Place Partnership Initiative to introduce a new curriculum devoted solely to placemaking. The MI-Place Partnership Initiative is a statewide initiative made up of the Michigan State Housing Development Authority, the Municipal League, the MSU Land Policy Institute, and other statewide organizations with the purpose of restoring economic prosperity to Michigan. The Advanced Academy attracts graduates of the Citizen Planner program - planning commissioners, professional planners, and elected officials - and the launch of the new placemaking curriculum at this year's event provided participants with the advanced tools and innovative techniques needed to undertake master plan updates, zoning ordinance amendments, and placemaking initiatives for success in the New Economy.
- » **The MSU Product Center Food-Ag-Bio**—The Product Center assists county residents in developing products and businesses in the areas of food, agriculture, natural resources and the bio economy. The innovation counselor has special training to deliver these services to local residents. Business counseling is conducted on a one-on-one basis and may take place at the MSUE office or the client's home or business location. The assistance provided is tailored to meet the needs of the client and may include things like developing a business plan, navigating the regulatory maze, accessing the supply chain or seeking funding options. The innovation counselor also assists clients in accessing specialized services they may need that are offered through Michigan State University like feasibility studies, nutritional labeling and packaging assistance.

30 counseling sessions took place in Midland County to assist local entrepreneurs in starting new businesses and expanding existing businesses. The partnership between MSUE and the MSU Product Center Food-Ag-Bio is providing support for entrepreneurs in supporting economic development across the region.

Michigan Fresh—Michigan Fresh helps people explore the state's bounty of fresh, locally grown fruits, vegetables, flowers and ornamentals. Every week throughout the summer you will find information on recommended varieties, storage, food safety and preserving techniques for fruits and vegetables or for planning and maintaining your lawn and garden. Look for information from early May to mid-October at msue.anr.msu.edu/program/info/mi_fresh or at the Midland MSUE office.

MSU Extension helps strengthen communities through programs that teach community leaders how to implement best practices that keep communities solvent, productive and engaged.



HEALTH & NUTRITION INSTITUTE

» **The Supplemental Nutrition Assistance Program - Education (SNAP-Ed)**

—SNAP-Ed programming provides nutrition education to Bridge card eligible adults and children. This program focuses on increasing physical activity and improving dietary quality while stretching food dollars. The ultimate goal of these programs is to promote healthy weight maintenance and obesity prevention.

During 2014, Midland County, Health and Nutrition staff provided SNAP-Ed nutrition education to over 300 adults and 1,500 youth at various venues in the county.

Show Me Nutrition—Youth programming continues to be a cornerstone of educational programming in Midland County. Children participate in a six-week series of lessons using Show Me Nutrition, a curriculum that teaches youth from preschool through junior high how to have a healthy lifestyle. Several important health themes are taught in each grade level, such as nutrition, food safety, physical activity, media influence and body image, and the grade levels are designed for continuity. In 2014, staff did programming in area classrooms, with faith-based organizations and partnered with Midland Community Center to provide nutrition education.

Cooking Matter for Adults and Teens—Cooking Matters is a nutrition education program where participants will learn to eat healthy, cook and grocery shop on a limited budget. The program consists of 6 lessons lasting 2 hours each. With the assistance of an experienced chef from the H Hotel in Midland, the participants gain skills and confidence to make healthy budget friendly meals for their family. Each week, participants will receive take-home. The class series also includes: Participatory food preparation that provides cooking and food safety instruction, engaging nutrition activities and discussions, practice with food budgeting, interactive grocery store visit and a \$10 challenge, and recipe book for use at home.

Project FRESH—MSUE provided nutrition education on the benefits of including fruits and vegetables in their diet. Participants increased the quality of their diet by purchasing locally grown fresh fruit and vegetables from Midland Farmers' Market through Project FRESH.

My Way to Wellness—This online, interactive intervention specializes in behavior goals and strategies associated with a healthy weight. Some topics covered include: health mentoring, assessing your food intake and physical activity, and making permanent healthy changes. Adult learners can gain nutritional and physical activity expertise at their own pace through 10 interactive lessons.

MSU Extension social and emotional well-being programs can ultimately benefit society through improved long-term health of individuals, better prepared citizens for the workforce, and reduced costs of violence in communities.



HEALTH & NUTRITION INSTITUTE

As with all Health and Nutrition Institute education programs, success is determined not only by the number of individuals staff worked with but more importantly, how their knowledge or behavior was changed as a result of attending the classes.

Adult Program Impacts:

- 99% of the participants completing the series demonstrated adoption of healthy eating practices.
- 93% of Project Fresh participants reported that they will eat more fresh fruits and vegetables each day.
- 89% of Project Fresh participants reported that they learned more ways to incorporate more fruits and vegetables into their meals.

Youth Program Impacts

- 85% of the school teachers reported that the students can identify food groups correctly.
- 94% of school teachers reported children being more aware of the importance of healthy nutrition.
- 81% of school teachers reported that children improved hand washing.

» **Food Safety** — MSU Extension food safety education programs help prevent foodborne illnesses and ensures a safer food supply for consumers – whether that is at food retailers, restaurants, farmers’ markets or community meals served by organizations. MSU Extension food safety education programs train participants to prevent incidents of foodborne illness associated with unsafe food handling practices, which results in fewer medical expenses, fewer food recalls, and less temporary or permanent closures of food businesses by local health departments. Costs of illness, recalls, and food business closures are more expensive from a public health perspective than taking an inexpensive class to learn how to prepare food safely and preserve food correctly.

As a result of attending the food presentation workshops:

- 95% know where to locate research based/tested recipes for home food preservation.
- 96% will follow research based/tested recipes when canning food at home.
- 97% will properly use processing techniques to safely can low and high acid foods.
- 87% will use correct processing times to safely can low and high acid foods.

* **Personal Action Toward Health (PATH)**—PATH is for people living with chronic conditions such as diabetes, heart disease, asthma, arthritis and chronic pain. Participants learn important skills such as goal-setting, dealing with pain and fatigue, communicating with health care providers and managing medications. These skills better equip them to face the daily challenges of living with chronic conditions.



...activities & handouts make learning about healthy eating fun for students of all ages.





MI SPARTAN IMPACT

MSU works side by side for a stronger Michigan.



ENROLLED MICHIGAN STUDENTS

391



ENROLLED MEDICAL STUDENTS

16



ALUMNI RESIDING IN COUNTY

2,090



SPENDING WITH LOCAL BUSINESSES

\$1,620,111



TOTAL ECONOMIC IMPACT*

\$19,378,525



FINANCIAL AID DISBURSED

\$5,247,109



4-H YOUTH

1,103



4-H VOLUNTEERS

200



RESIDENTS AND INTERNS

18

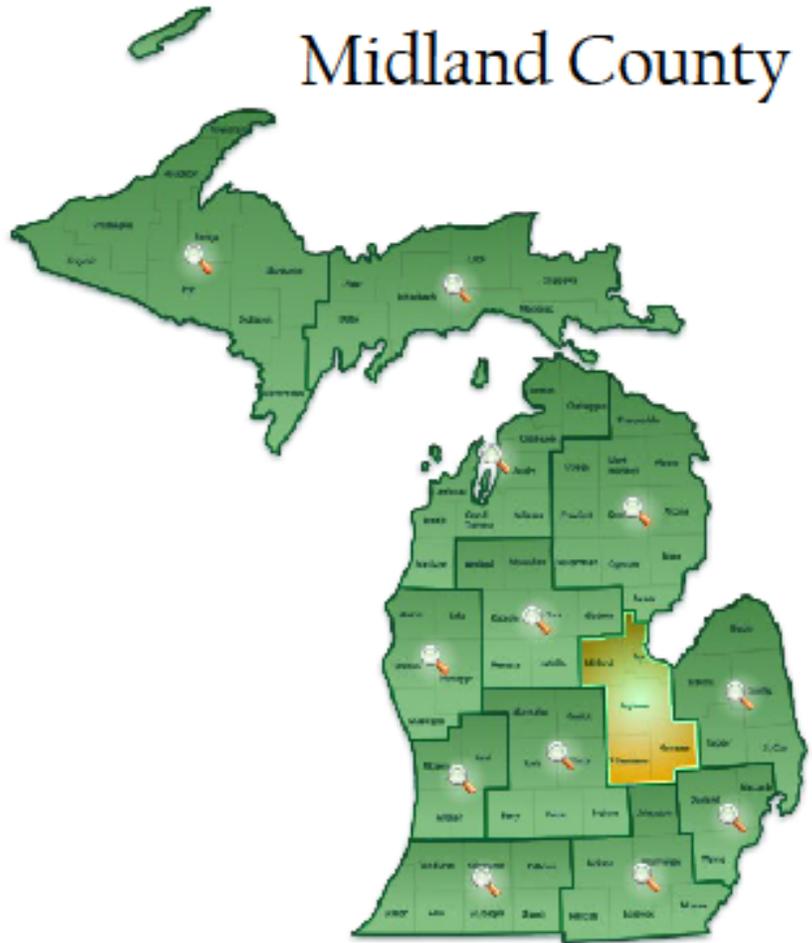


EMPLOYEES

16

*Data is from an independent study by the Anderson Economic Group

Midland County



For additional information visit:

<http://mispartanimpact.msu.edu/>

<http://msue.anr.msu.edu/>

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REGIONAL CONTACT INFORMATION

Deanna East, District Coordinator

MSU Extension District 9

One Tuscola, Suite 100

Saginaw, MI 48607

989-758-2500 eastd@msu.edu

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Extension Educators Serving Midland County

John Amrhein - Government & Public Policy	amrhein@msu.edu
Julie Avery –Tourism and Community Development	averyj@msu.edu
Darren Bagley-Leadership and Civic Engagement	bagleyda@msu.edu
Lisa Bottomley-Mentoring and Capacity Building	lbottoml@msu.edu
Elaine Bush - Firewise	bushe@msu.edu
Ann Chastain - Leadership and Community Engagement	chastain@msu.edu
Christina Curell - Water Quality	curellc@msu.edu
Joanne Davidhizar - Product Development	davidhiz@msu.edu
James DeDecker - Specialty Field Crops	dedecke5@msu.edu
Thomas Dudek - Greenhouse/Nursery	dudek@msu.edu
Phillip Durst - Ruminant	durstp@msu.edu
Dawn Earnesty-Health and Disease Worksite Wellness	wilcoxd4@msu.edu
Melissa Elischer-Youth Dairy	elischer@msu.edu
Elizabeth Ferry-Swine	franzeli@msu.edu
Kristin Getter-Greenhouse Specialist	getterk@msu.edu
Merrill Gould - Livestock/Bioenergy	gouldm@msu.edu
Frank Gublo-Product Center	gublofra@msu.edu
Tom Guthrie-Pork and Swine	guthri19@msu.edu
Philip Kaatz - Forage/Commercial Agriculture	kaatz@msu.edu
Gerald Lindquist - Grazing Management	lindquis@msu.edu
Erin Lizotte - Integrated Pest Management	taylo548@msu.edu
Gerald May - Environmental/Air Quality	mayg@msu.edu
Michael Metzger - Small Ruminant	metzgerm@msu.edu
Stanley Moore-Dairy/Food and Animal Systems	moorest@msu.edu
Dorothy Munn-4-H Supervisor	munnd@msu.edu
Martin Nagelkirk-Wheat/Field Crops	nagelkir@msu.edu
Jill O’Donnell-Christmas Trees/Environmental Quality	odonne10@msu.edu
Dennis Pennington - Biomass	pennin34@msu.edu
Ben Phillips-Vegetable Crops	phill406@msu.edu
Erin Powell-Health and Nutrition Supervisor	powelle9@msu.edu
Bethany Prykucki - Leadership and Community Engagement	prykucki@msu.edu
Kathy Raphael-Health and Nutrition Data Entry Supervisor	raphaelk@msu.edu
Kurt Schindler - Government & Public Policy	schindl9@msu.edu
Jodi Schulz-Capacity Building	schulzj@msu.edu
J Robert Serrine-Hops Production and Marketing	serrine@msu.edu
Dennis Stein-Business Management	steind@msu.edu
Michael Staton - Soybean	staton@msu.edu
Julie Thelen-Veterinary Science	thelenj@msu.edu
Marilyn Thelen - Agriculture Systems	thelen22@msu.edu
Nancy Thelen - Agriculture Literacy	thelenn@msu.edu
Kable Thurlow-Beef/Food and Animal Systems	thurlowk@msu.edu
Mary Wilson - Master Gardener	wilsonm1@msu.edu